Using Census Bureau Data in a Business Plan

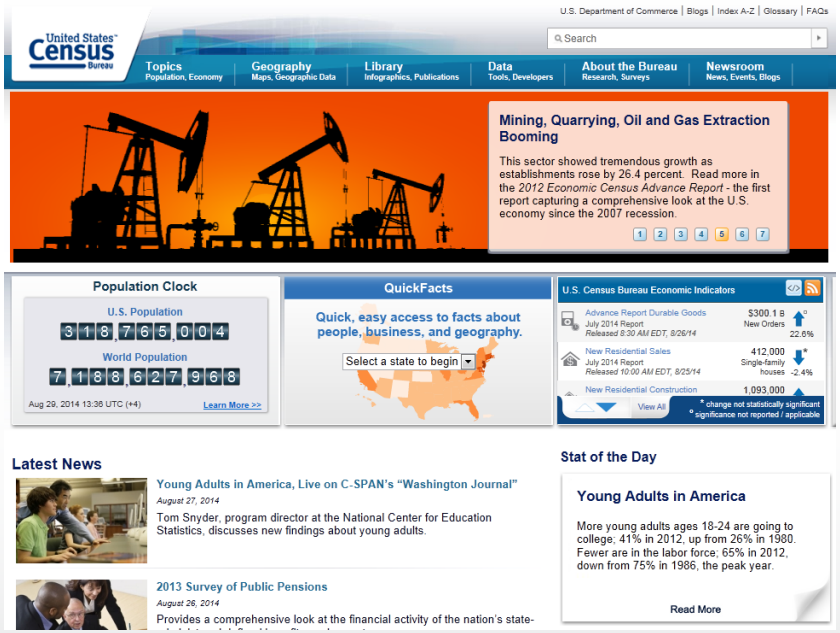
Introducing *Census Business Builder: Small Business* and *Regional Analyst Editions*

North Dakota Demographics Conference
Wednesday, April 6, 2016

Presented by:
Andrew W. Hait
U.S. Census Bureau

A Change in Customer Focus

- Serving our customers
  - "Power Users" vs Others
- Underserved customers
  - Small businesses and entrepreneurs
  - Regional Planning groups
- Ongoing tool changes



Census Business Builder
Guiding Principles

- Easy to use
- Customer focused
- Census data and more
- Leverage existing Census investments and current technologies
- Free

CBB Home Page

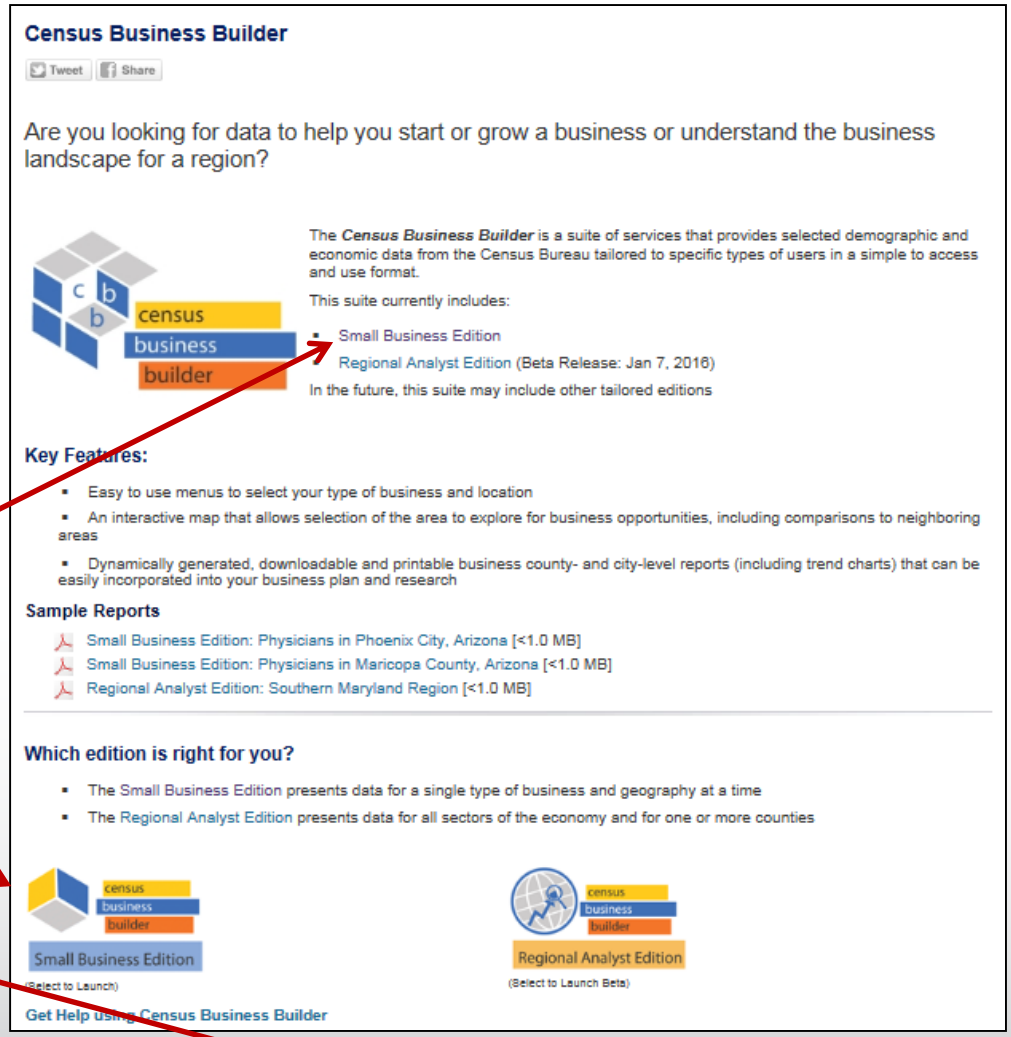
http://www.census.gov/data/data-tools/cbb.html

https:/cbb.census.gov/sbe/

https:/cbb.census.gov/rae/

Key Features:

- Tool Links
- Flyers, Fact Sheets, FAQs, Help, Tutorial and Promo Videos



United States Census Bureau

Census Business Builder: *Small Business Edition*

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Determine the Best Location for Your Business

1. What type of business do you want to start or research?

Select your type of business first from the broad categories below and then from the detailed list provided

Don't see your type of business listed? Click here to request that your industry be added.

2. Where are you considering locating the business?

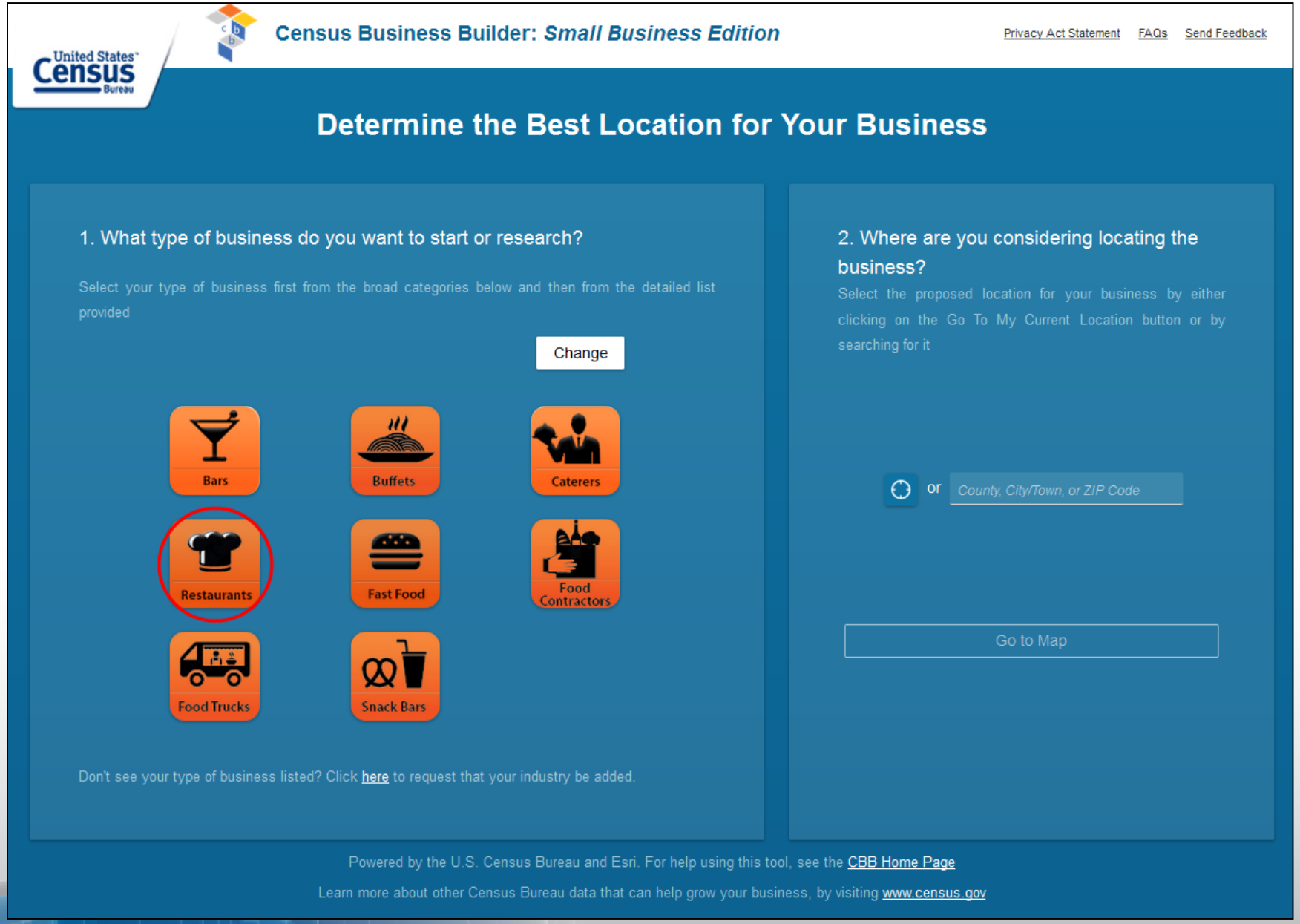
Select the proposed location for your business by either clicking on the Go To My Current Location button or by searching for it

or County, City/Town, or ZIP Code

Go to Map

Powered by the U.S. Census Bureau and Esri. For help using this tool, see the CBB Home Page

Learn more about other Census Bureau data that can help grow your business, by visiting www.census.gov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Determine the Best Location for Your Business
1. What type of business do you want to start or research?
Select your type of business first from the broad categories below and then from the detailed list provided
Change
Bars
Buffets
Caterers
Restaurants
Fast Food
Food Contractors
Food Trucks
Snack Bars
Don't see your type of business listed? Click here to request that your industry be added.
2. Where are you considering locating the business?
Select the proposed location for your business by either clicking on the Go To My Current Location button or by searching for it
or
County, City/Town, or ZIP Code
Go to Map
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Determine the Best Location for Your Business

1. What type of business do you want to start or research?

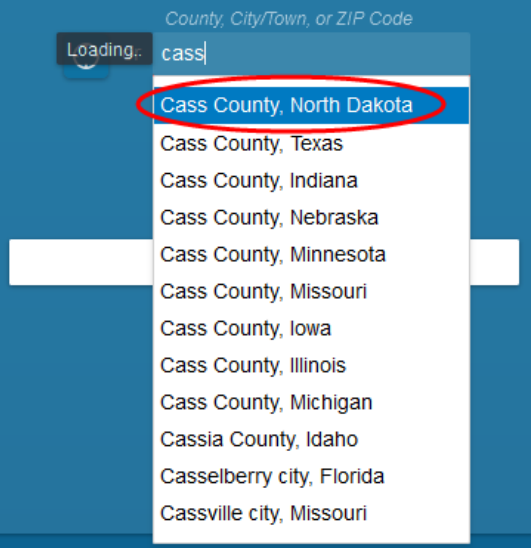
Select your type of business first from the broad categories below and then from the detailed list provided

Food Services > Restaurants Change

Don't see your type of business listed? Click here to request that your industry be added.

2. Where are you considering locating the business?

Select the proposed location for your business by either clicking on the Go To My Current Location button or by searching for it



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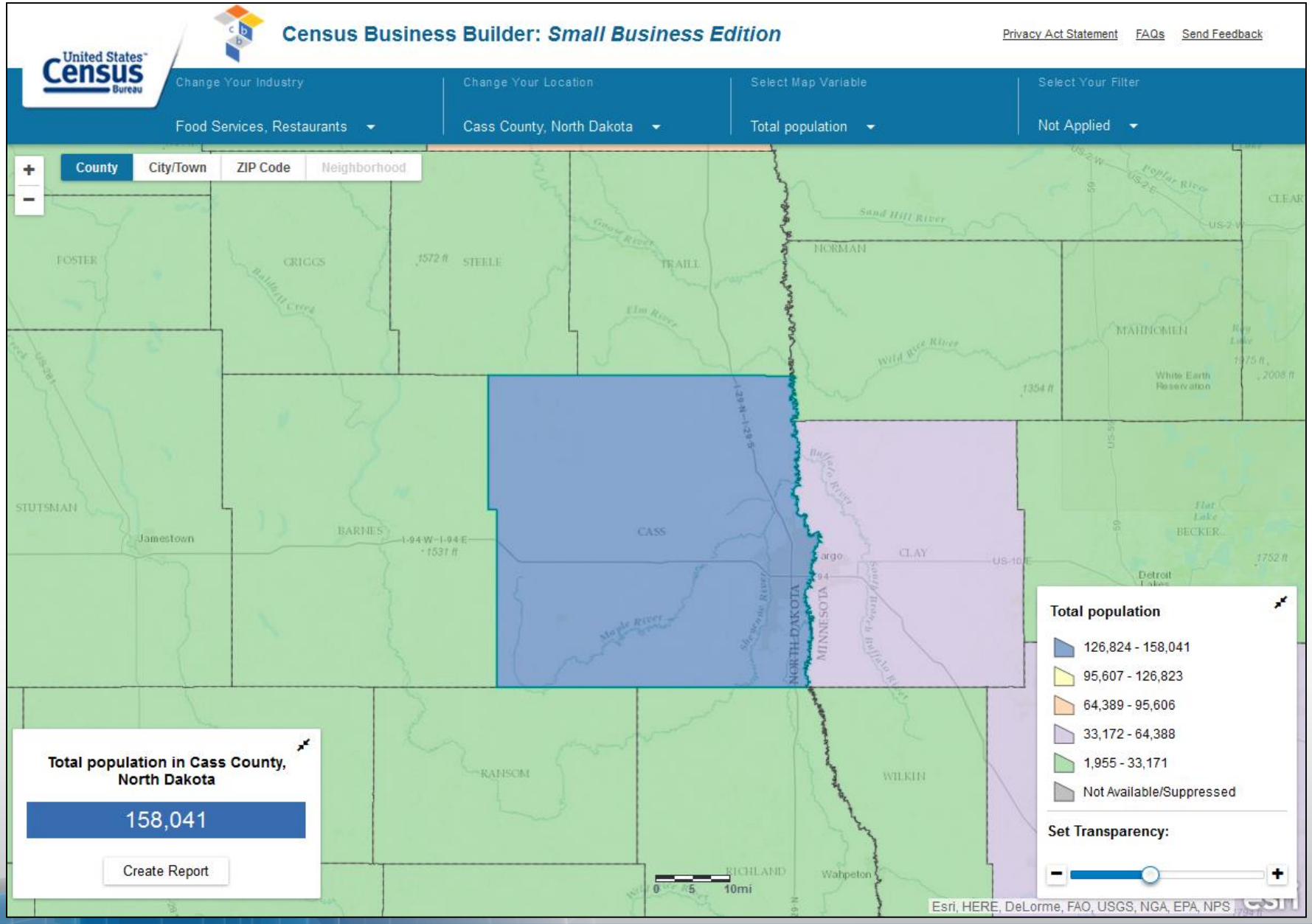
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FAQs
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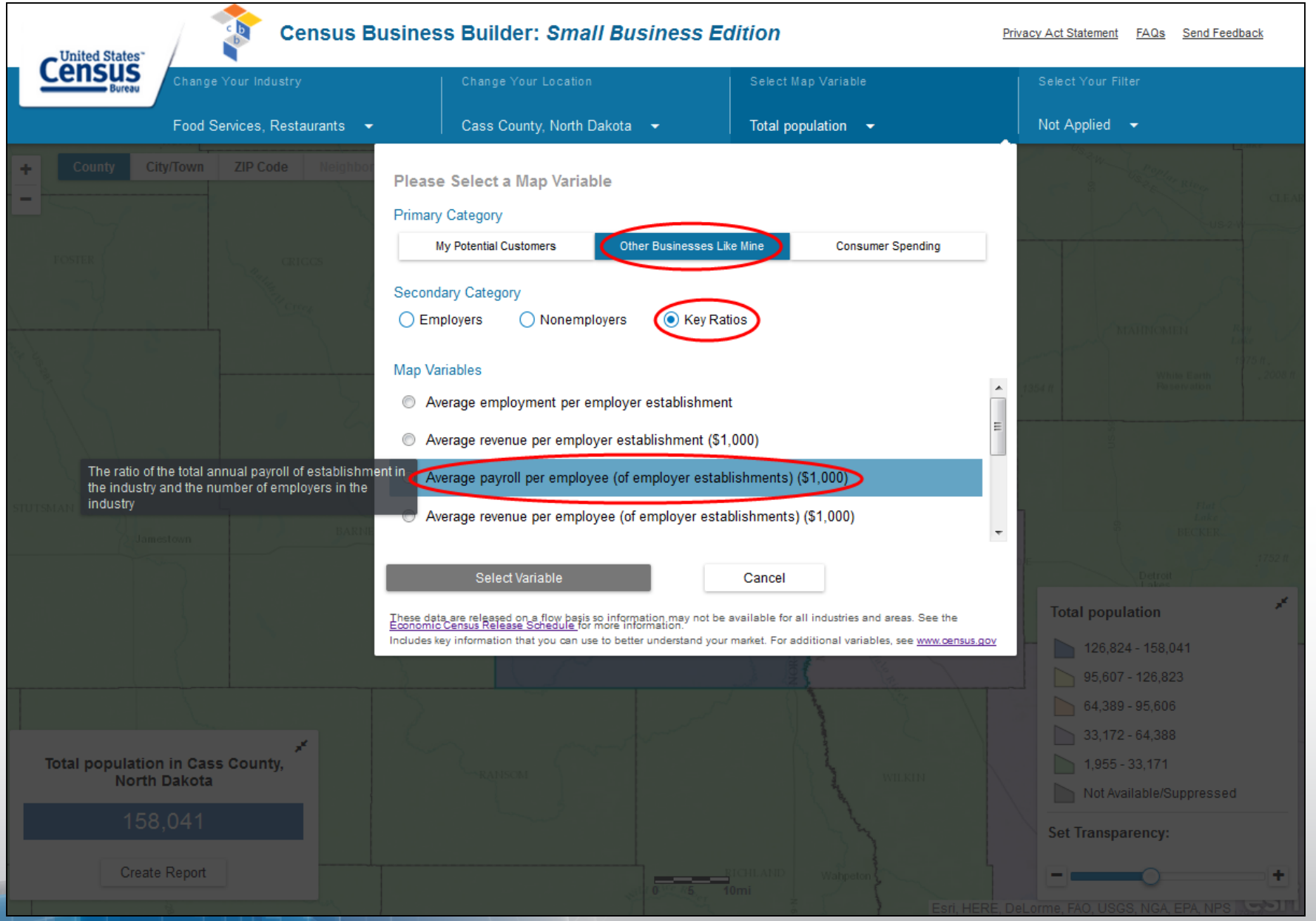
Change Your Industry
Food Services, Restaurants
Change Your Location
Cass County, North Dakota
Select Map Variable
Total population
Select Your Filter
Not Applied
County
City/Town
ZIP Code
Neighborhood
Total population in Cass County, North Dakota
158,041
Create Report
Total population
126,824 - 158,041
95,607 - 126,823
64,389 - 95,606
33,172 - 64,388
1,955 - 33,171
Not Available/Suppressed
Set Transparency:
Esri, HERE, DeLorme, FAO, USGS, NGA, EPA, NPS
FOSTER
GRIGGS
STEELE
TRAILL
NORMAN
MAHNOMEN
White Earth Reservation
STUTSMAN
Jamestown
BARNES
CASS
CLAY
Fargo
BECKER
Detroit Lakes
NORTH DAKOTA
MINNESOTA
RANSOM
WILKIN
RICHLAND
Wahpeton
0 5 10mi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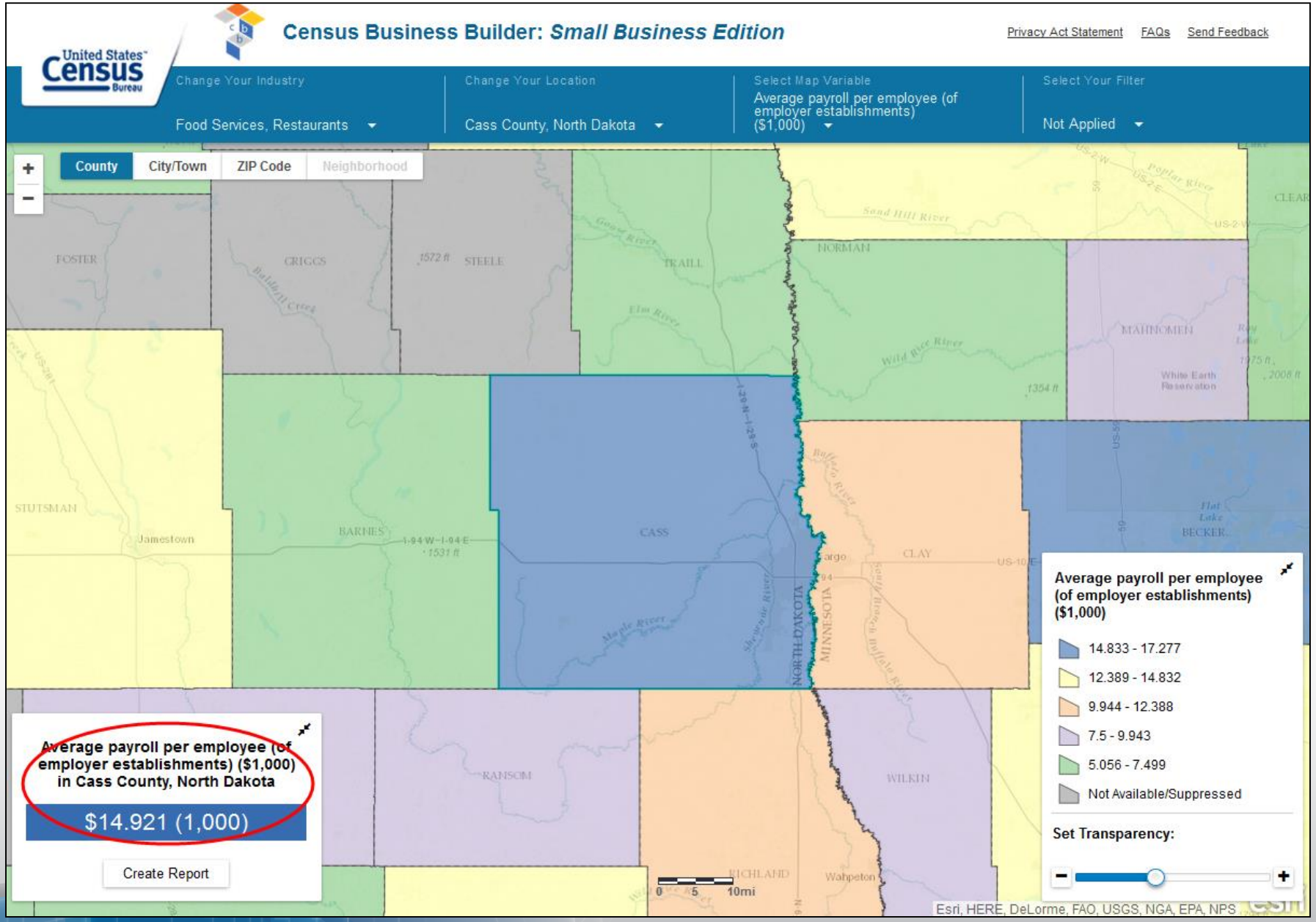
Change Your Industry
Food Services, Restaurants
Change Your Location
Cass County, North Dakota
Select Map Variable
Total population
Select Your Filter
Not Applied
County
City/Town
ZIP Code
Please Select a Map Variable
Primary Category
My Potential Customers
Other Businesses Like Mine
Consumer Spending
Secondary Category
Employers
Nonemployers
Key Ratios
Map Variables
Average employment per employer establishment
Average revenue per employer establishment ($1,000)
Average payroll per employee (of employer establishments) ($1,000)
Average revenue per employee (of employer establishments) ($1,000)
The ratio of the total annual payroll of establishment in the industry and the number of employers in the industry
Select Variable
Cancel
These data are released on a flow basis so information may not be available for all industries and areas. See the Economic Census Release Schedule for more information.
Includes key information that you can use to better understand your market. For additional variables, see www.census.gov
Total population in Cass County, North Dakota
158,041
Create Report
Total population
126,824 - 158,041
95,607 - 126,823
64,389 - 95,606
33,172 - 64,388
1,955 - 33,171
Not Available/Suppressed
Set Transparency:
Esri, HERE, DeLorme, FAO, USGS, NGA, EPA, NPS


Census Business Builder: Small Business Edition
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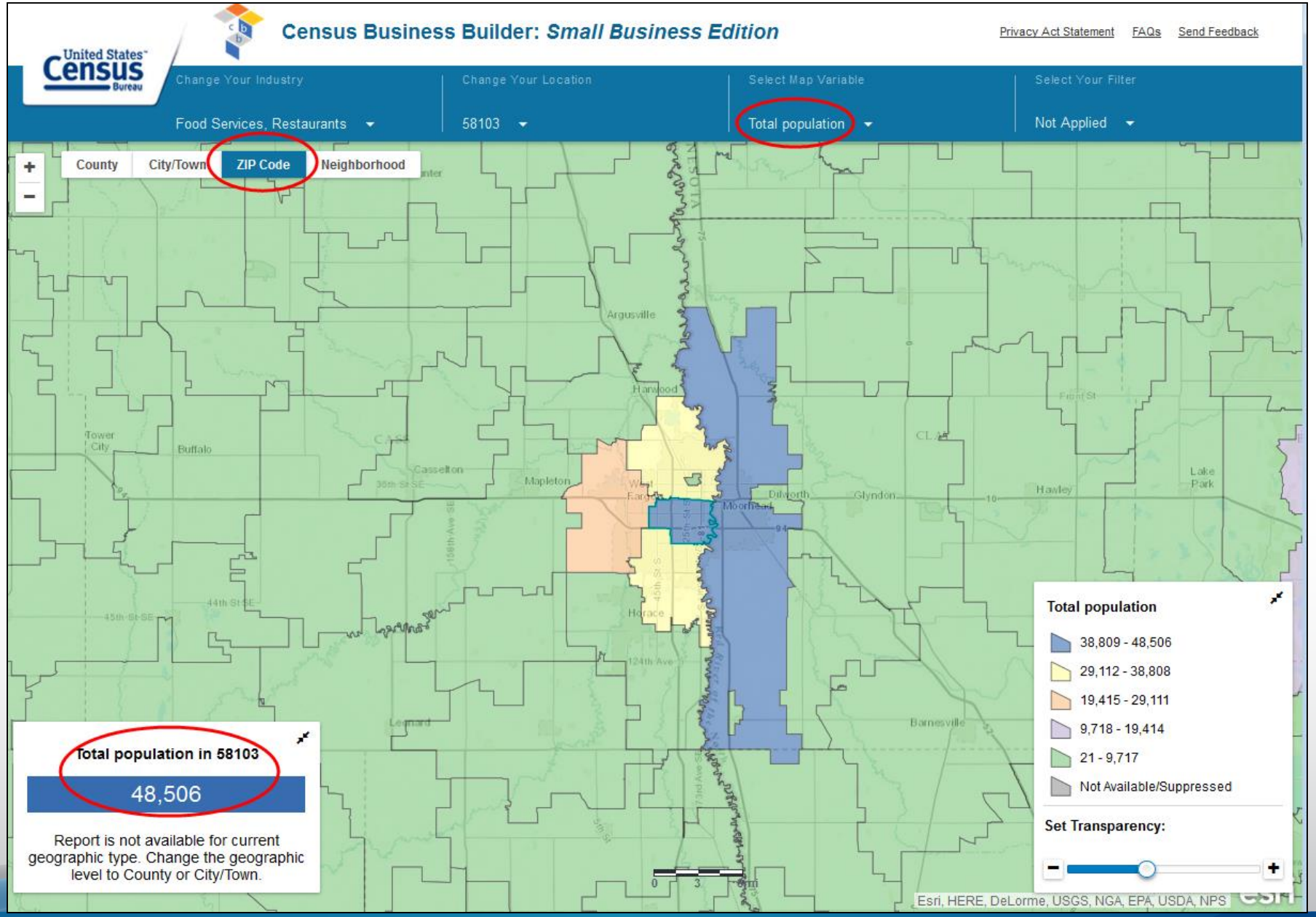
United States Census Bureau
Change Your Industry
Food Services, Restaurants
Change Your Location
Cass County, North Dakota
Select Map Variable
Average payroll per employee (of employer establishments) ($1,000)
Select Your Filter
Not Applied
County
City/Town
ZIP Code
Neighborhood
FOSTER
GRIGGS
STEELE
TRAILL
NORMAN
MAHNOMEN
STUTSMAN
Jamestown
BARNES
CASS
CLAY
BECKER
RANSOM
WILKIN
Wahpeton
NORTH DAKOTA
MINNESOTA
Average payroll per employee (of employer establishments) ($1,000) in Cass County, North Dakota
$14.921 (1,000)
Create Report
Average payroll per employee (of employer establishments) ($1,000)
14.833 - 17.277
12.389 - 14.832
9.944 - 12.388
7.5 - 9.943
5.056 - 7.499
Not Available/Suppressed
Set Transparency:
0
5
10mi
Esri, HERE, DeLorme, FAO, USGS, NGA, EPA, NPS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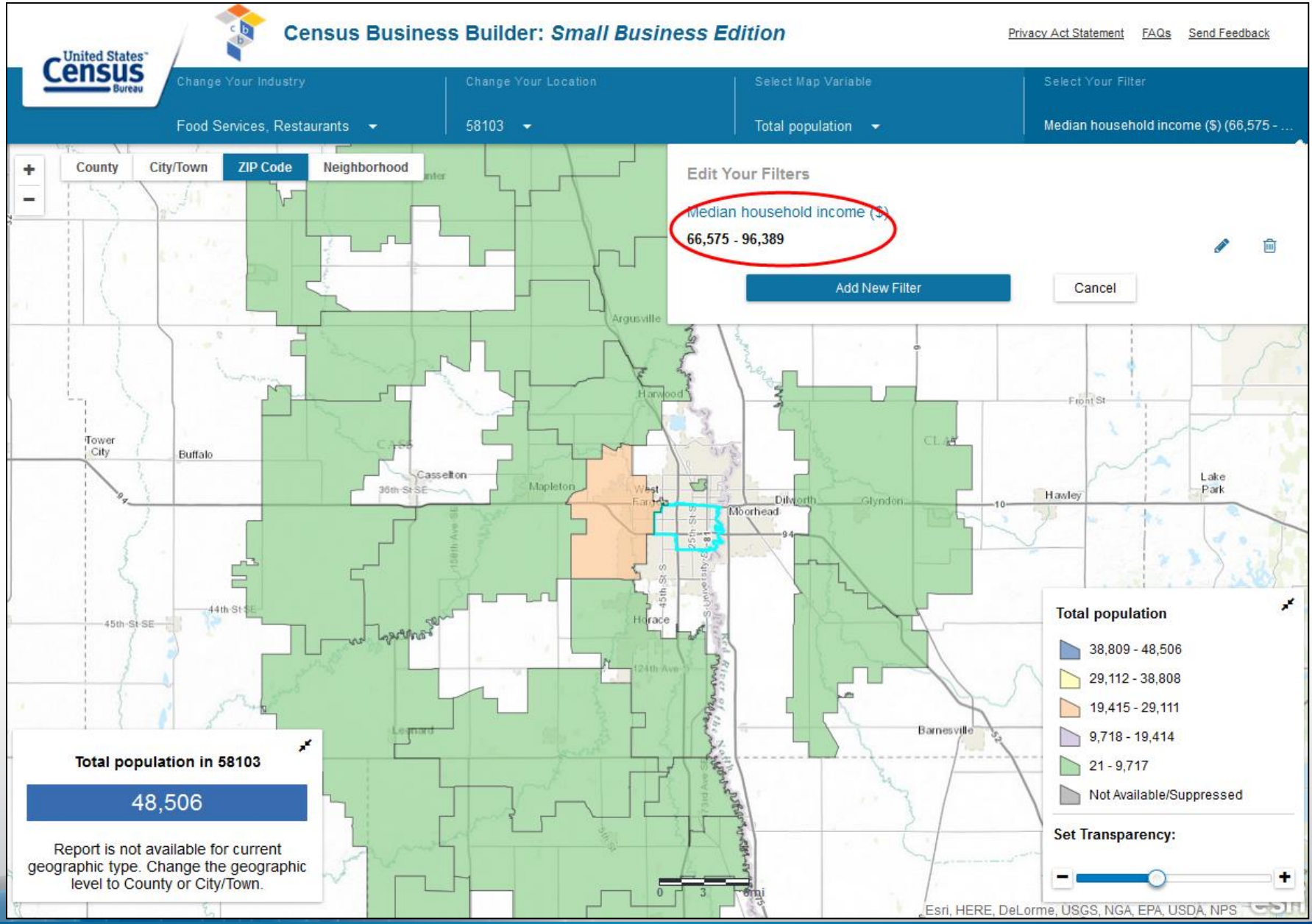
United States Census Bureau
Change Your Industry
Food Services, Restaurants
Change Your Location
58103
Select Map Variable
Total population
Select Your Filter
Not Applied
County
City/Town
ZIP Code
Neighborhood
Total population in 58103
48,506
Report is not available for current geographic type. Change the geographic level to County or City/Town.
Total population
38,809 - 48,506
29,112 - 38,808
19,415 - 29,111
9,718 - 19,414
21 - 9,717
Not Available/Suppressed
Set Transparency:
Esri, HERE, DeLorme, USGS, NGA, EPA, USDA, NPS
Argusville
Harwood
Tower City
Buffalo
Casselton
Mapleton
West Fargo
Moorhead
Dilworth
Glyndon
Hawley
Lake Park
Horace
Leonard
Barnesville


Census Business Builder: Small Business Edition
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United States Census Bureau
Change Your Industry
Food Services, Restaurants
Change Your Location
58103
Select Map Variable
Total population
Select Your Filter
Median household income ($) (66,575 - ...
County
City/Town
ZIP Code
Neighborhood
Edit Your Filters
Median household income ($)
66,575 - 96,389
Add New Filter
Cancel
Argusville
Harwood
Front St
Tower City
Buffalo
Casselton
36th St SE
Mapleton
West Fargo
Dilworth
Moorhead
Glyndon
Hawley
Lake Park
94
10
45th St SE
44th St SE
Horace
124th Ave
Leonard
Barnesville
Total population in 58103
48,506
Report is not available for current geographic type. Change the geographic level to County or City/Town.
Total population
38,809 - 48,506
29,112 - 38,808
19,415 - 29,111
9,718 - 19,414
21 - 9,717
Not Available/Suppressed
Set Transparency:
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6mi
Esri, HERE, DeLorme, USGS, NGA, EPA, USDA, NPS

United States Census Bureau

Census Business Builder : Small Business Edition

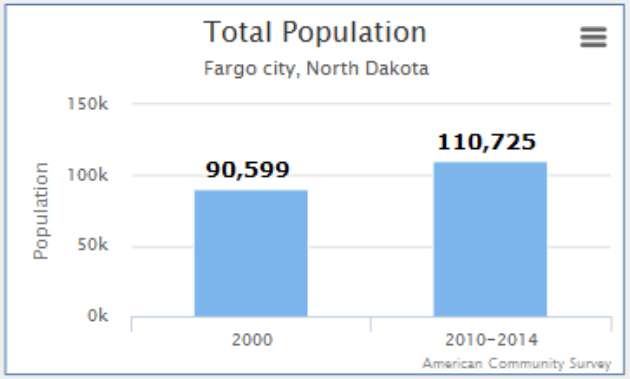
Print page

Local Business Profile of Full-Service Restaurants (NAICS 722511) in Fargo city, North Dakota

Who are my Potential Customers?

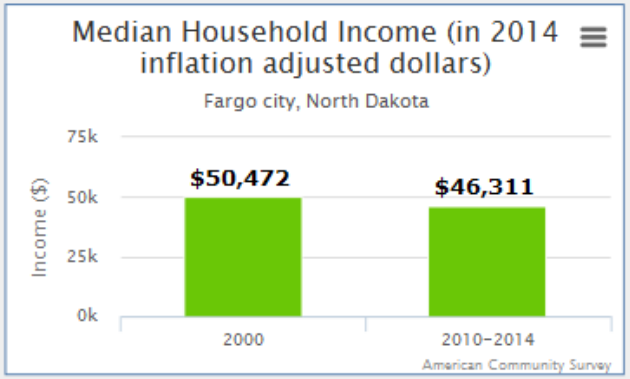
Demographic Characteristics	
Total population:	110,725
Percent under 5 years old:	6.5%
Percent under 18 years old:	19.6%
Population 18 and over:	80.4%
Population 65 years old and over:	10.3%
Race Breakout	
Percent White:	89.16%
Percent Black:	3.12%
Percent American Indian or Alaska Native:	1.37%
Percent Asian:	3.10%
Percent Native Hawaiian or Pacific Islander:	0.01%
Percent Two or more races:	2.52%
Percent Some other race:	0.73%
Percent Hispanic or Latino (of any race):	2.8%

For more demographic data and margins of error, go here.



Socioeconomic Characteristics	
Average household size:	2.16
Median household income:	$46,311
Population with high school degree or more:	94.7%
Population with Bachelor's degree or more:	38.6%
Population in poverty:	15.4%
Employment rate:	72.3%
Population 16 or over in labor force:	75.7%
Population with a disability:	9.1%
Population with health insurance coverage:	90.2%
Average travel time to work (mins.):	15.4

For more social characteristic data and margins of error, go here, and for more economic characteristic data and margins of error, go here.



Leveraging CBB: Introducing the *Regional Analyst Edition*

- Same demographic and economic data as *SBE*
- Differences:
  - Economic data by sector
  - Region boundary selection & data aggregation
- View data on the map for region components
- *Regional Profile* reports (summary and components)
- Beta released: January 2016

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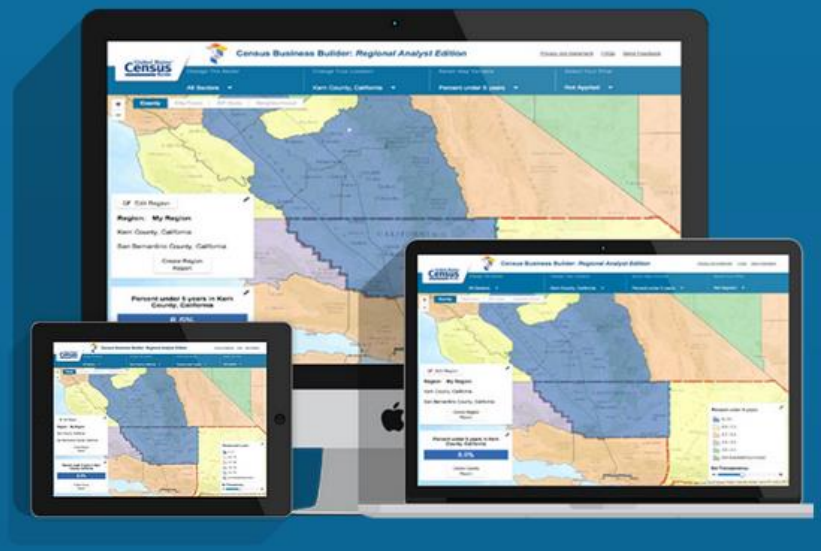
Define your region



1. What is the primary county in your region?

Select the primary county in your region by either clicking on the Go To My Current Location button or by searching for it

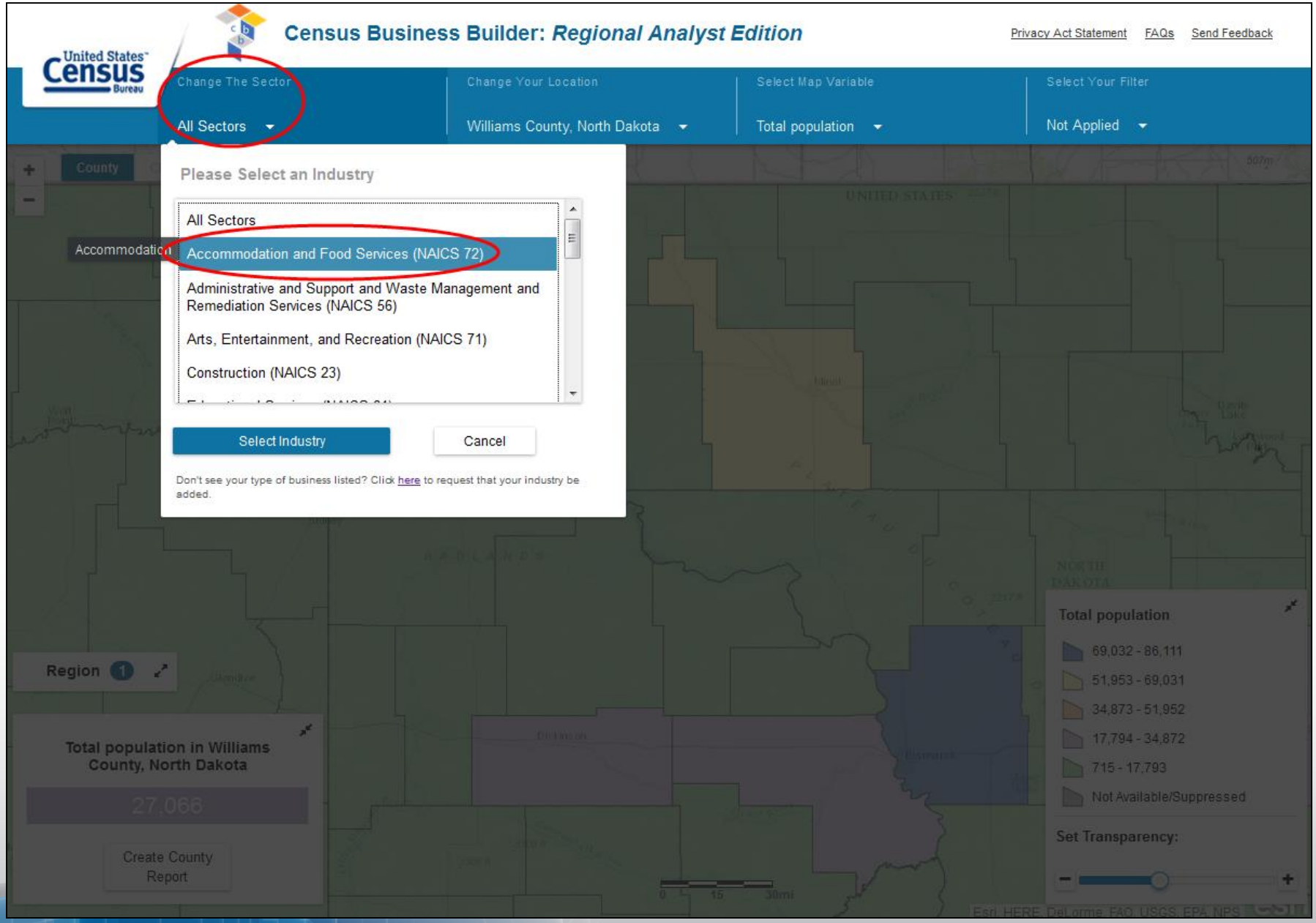
County

or Williams County, North Dakota

- Williams County, North Dakota
- Williams County, Ohio
- Williamsburg County, South Carolina
- Williamsburg city, Virginia
- Williamson County, Illinois
- Williamson County, Tennessee
- Williamson County, Texas

Powered by the U.S. Census Bureau and Esri. For help using this tool, see the CBB Home Page

Learn more about other Census Bureau data that can help grow your business or understand your region by visiting www.census.gov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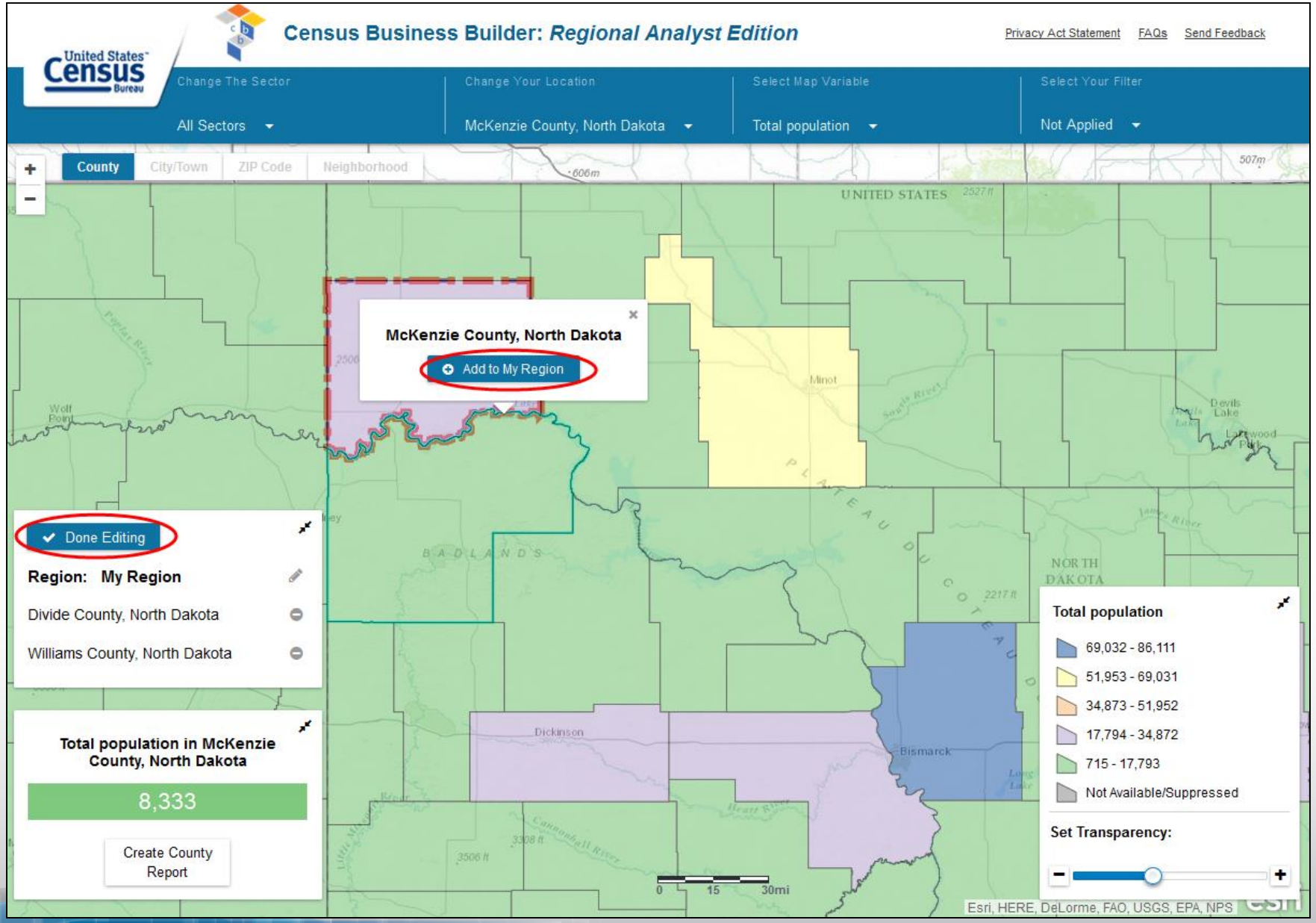
Change The Sector
All Sectors
Change Your Location
Williams County, North Dakota
Select Map Variable
Total population
Select Your Filter
Not Applied
County
Please Select an Industry
All Sectors
Accommodation and Food Services (NAICS 72)
Administrative and Support and Waste Management and Remediation Services (NAICS 56)
Arts, Entertainment, and Recreation (NAICS 71)
Construction (NAICS 23)
Select Industry
Cancel
Don't see your type of business listed? Click here to request that your industry be added.
Region 1
Total population in Williams County, North Dakota
27,066
Create County Report
Total population
69,032 - 86,111
51,953 - 69,031
34,873 - 51,952
17,794 - 34,872
715 - 17,793
Not Available/Suppressed
Set Transparency:
Esri, HERE, DeLorme, FAO, USGS, EPA, NPS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United States Census Bureau
Change The Sector
All Sectors
Change Your Location
McKenzie County, North Dakota
Select Map Variable
Total population
Select Your Filter
Not Applied
County
City/Town
ZIP Code
Neighborhood
UNITED STATES
McKenzie County, North Dakota
Add to My Region
Minot
Devils Lake
Wolf Point
BADLANDS
NORTH DAKOTA
Done Editing
Region: My Region
Divide County, North Dakota
Williams County, North Dakota
Total population in McKenzie County, North Dakota
8,333
Create County Report
Dickinson
Bismarck
Total population
69,032 - 86,111
51,953 - 69,031
34,873 - 51,952
17,794 - 34,872
715 - 17,793
Not Available/Suppressed
Set Transparency:
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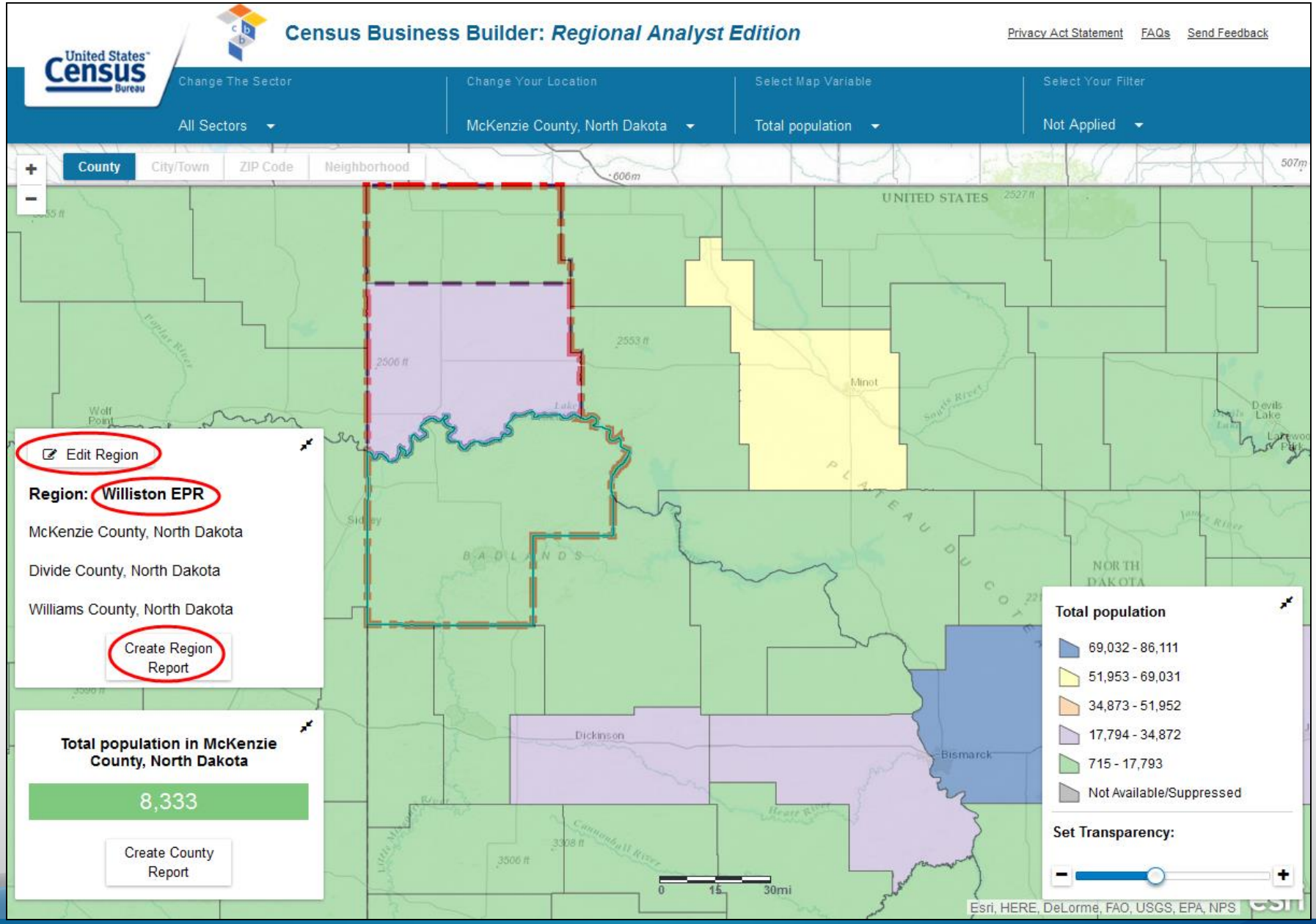
30mi
Esri, HERE, DeLorme, FAO, USGS, EPA, NPS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Census Business Builder: Regional Analyst Edition
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Send Feedback
Change The Sector
All Sectors
Change Your Location
McKenzie County, North Dakota
Select Map Variable
Total population
Select Your Filter
Not Applied
County
City/Town
ZIP Code
Neighborhood
Edit Region
Region: Williston EPR
McKenzie County, North Dakota
Divide County, North Dakota
Williams County, North Dakota
Create Region Report
Total population in McKenzie County, North Dakota
8,333
Create County Report
Total population
69,032 - 86,111
51,953 - 69,031
34,873 - 51,952
17,794 - 34,872
715 - 17,793
Not Available/Suppressed
Set Transparency:
UNITED STATES
Minot
Bismarck
Dickinson
Devils Lake
BADLANDS
0
15
30mi
Esri, HERE, DeLorme, FAO, USGS, EPA, NPS

Census Business Builder: *Regional Analyst Edition*

United States Census Bureau

Print page

Local Business Profile - Williston EPR

Williston EPR is comprised of:

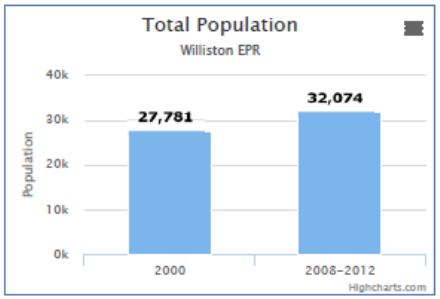
- Williams County, North Dakota
- Divide County, North Dakota
- McKenzie County, North Dakota

Demographics

Demographic Characteristics

Total population:	32,074
Percent under 5 years:	6.9%
Percent under 18 years:	23.4%
Percent 18 years and over:	76.6%
Percent 65 years and over:	14.7%
Race Breakout	
Percent White:	88.85%
Percent Black:	0.21%
Percent American Indian or Alaska Native:	7.97%
Percent Asian:	0.35%
Percent Native Hawaiian or Pacific Islander:	0.04%
Percent two or more races:	1.58%
Percent some other race:	1.01%
Percent Hispanic or Latino (of any race):	2.28%

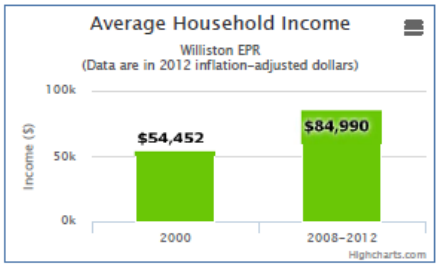
For more demographic data and margins of error, go here.



Socioeconomic Characteristics

Average household size:	2.34
Average household income:	$84,990
Percent in poverty:	9.3%
Percent high school degree or higher:	89.2%
Percent Bachelor's degree or higher:	19.6%
Percent population 16 or over in labor force:	70.3%
Employment rate:	69.0%
Percent with a disability:	12.0%
Percent with health insurance coverage:	88.0%
Average travel time to work (mins.):	16.5

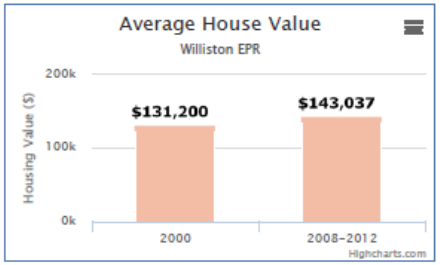
For more social characteristic data and margins of error, go here, and for more economic characteristic data and margins of error, go here.



Housing Characteristics

Owner-occupied housing units:	9,531
Renter-occupied housing units:	3,839
Single-family detached housing units:	10,604
Homeownership rate:	71.3%
Vacancy rate:	13.1%
Average value of owner-occupied housing units:	$143,037
Average rent (housing):	$620
Average monthly owner cost (with a mortgage):	$549

For more housing characteristic data and margins or error, go here.



Source: 2008-2012 American Community Survey 5-Year Estimates

Businesses

Employer Businesses

NAICS Sector	# Businesses	Employment	Annual Payroll ($M)	Receipts ($M)
00: All Sectors	1,802	24,609	1,712.4	0.0
11: Agriculture	6	0	0.0	0.0
21: Mining	179	5,955	578.9	0.0
22: Utilities	12	0	3.0	0.0
23: Construction	220	2,201	173.2	0.0
31-33: Manufacturing	41	0	12.2	0.0
42: Wholesale	127	2,305	201.1	558.9
44-45: Retail	146	2,106	72.1	451.9
48-49: Transportation & Warehousing	260	2,972	242.3	0.0
51: Information	19	258	14.1	0.0
52: Finance & Insurance	83	570	29.0	0.0
53: Real Estate & Rental & Leasing	91	833	85.9	93.1
54: Prof., Sci., & Tech. Services	139	628	70.4	29.0
55: Mgmt of Companies & Enterprises	3	35	3.3	0.0
56: Admin. & Support & Waste Mgmt. & Remed.	82	747	57.3	15.2
61: Educational Services	5	72	1.4	0.0
62: Health Care & Social Assistance	85	1,903	73.9	91.6
71: Arts, Entertainment, & Recreation	26	0	3.0	4.9
72: Accommodation & Food Services	127	2,256	43.0	40.1
81: Other Services	149	685	22.7	34.5

Key Ratios for Employer Businesses

NAICS Sector	Employees per Business	Annual Payroll per Employee ($)	Receipts per Business ($1,000)	Population per Business
00: All Sectors	14	69,586	0	18
11: Agriculture	0	0	0	5,346
21: Mining	33	97,205	0	179
22: Utilities	0	0	0	2,673
23: Construction	10	78,710	0	146
31-33: Manufacturing	0	0	0	782
42: Wholesale	18	87,256	4,401	253
44-45: Retail	14	34,229	3,095	220
48-49: Transportation & Warehousing	11	81,525	0	123
51: Information	14	54,457	0	1,688
52: Finance & Insurance	7	50,912	0	386
53: Real Estate & Rental & Leasing	9	103,162	1,023	352
54: Prof., Sci., & Tech. Services	5	112,067	208	231
55: Mgmt of Companies & Enterprises	12	93,600	0	10,691
56: Admin. & Support & Waste Mgmt. & Remed.	9	76,645	185	391
61: Educational Services	14	19,722	0	6,415
62: Health Care & Social Assistance	22	38,825	1,078	377
71: Arts, Entertainment, & Recreation	0	0	188	1,234
72: Accommodation & Food Services	18	19,068	316	253
81: Other Services	5	33,158	232	215

Source: 2012 County Business Patterns and 2012 Economic Census

Next Steps - Quarterly Updates

- Audience expansion
  - More businesses (SBE)
  - 3-digit NAICS detail (RAE)
  - Region built from Cities/Towns (RAE)
- Content expansion
  - Additional demo and econ characteristics (from Census) (including SBO (RAE))
  - Additional 3rd party data
- Functionality expansion
  - Dashboard, Compare feature, time series
  - "Add your own data" and mobile support

Closing

- Census provides a wealth of data that can help small businesses and promote regional economic development… access is the key
- Keeping CBB easy to use?
  - Is it? Send us feedback!
  - Pass the word to your friends and colleagues
- Census data and more?
  - What else should we add? (Or delete?)

Questions?

Thank You!

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